

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: David R. Miller, et al.  
Title: HOUSEHOLD LEVEL SEGMENTATION  
METHOD AND SYSTEM  
Appl. No.: 09/872,457  
Filing Date: June 1, 2001  
Examiner: Corrielus, Jean M.  
Art Unit: 2162  
Confirmation No.: 3014

**REPLY AMENDMENT**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. BOX 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated January 3, 2007, please amend the above-identified application as follows:

**Amendments to the Drawings** begin on page 2 of this paper and include both an attached replacement sheet and an attached annotated sheet showing changes.

**Amendments to the Claims** begin on page 3 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.